

Black Entrepreneurs within the Region of Peel

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Background

- **Research Question:** What are the experiences and supports needed for Black entrepreneurs to be sustainable within the Region of Peel?
- This is important to know as it helps to determine which community partners and agencies can be of service to Black Entrepreneurs in order to achieve sustainability. We gain a better understanding of the areas in running a business which requires further resources and support. This will achieve the goal of building sustainable Black business within the Region of peel.
- Gaps in literature reflect the low percentage of data available, on successful Black Entrepreneurs. (Ndubuizu, 2021).

Methods

- The method used to obtain the information included, interviewing (5) Five Black business owners and documenting their experiences.
- The tool used for this study was an interview consisting of 5 questions.
- The participants were recruited through calling business owners requesting their participation. Snowball sampling was used to recruit participants.
- Once the participants agreed, they were then required to sign an Informed Consent Form.
- The data was analyzed through open coding. This process involved removing identifying information and identifying emerging themes.
- As I was carrying out research on humans, I was required to receive permission to conduct this study from the Research Ethics Board. Permission was granted to do so.

Key Findings

- **The points below, will highlight the key themes which emerged from this study.**
- **Lack of resources and support available for people of color to start and operate a business.**
- Many of the participants, who took part in the study, reported similar experiences related to the challenges faced while trying to secure a business loan from a financial institution. *“It being a struggle securing a loan from the bank, as it relates to financing a Black owned businesses.”* (P1)
- **Recommended Supports**
- Many of the participants suggested some supports which would assist future Black entrepreneurs, could be in the form of consultation services to assist new and future Black entrepreneurs establish themselves from the onset. *“A support that would be beneficial for Black entrepreneurs to have someone assist with applying for grants”.* (P3)
- **Identified Gaps**
- An identifiable gap presented in the findings was the lack of business-minded individuals within the Black community willing to embark upon the journey of entrepreneurship. *“Black people tend not to have a business mindset to start a business or the financial support from family members as other ethnicities may have had.”* (P3).
- There was also an underrepresentation and lack of data available for Black business owners.
- **Motivations**
- Financial independence was another common theme identified throughout this study as a motivator for a participant to establish business ownership. *“I wanted to work for profit. I didn't want to work for wages”, why make money for someone else, when I can make it for myself”* (P3)
- While findings from other participants presented that the support of the community had also been a motivator.
- **Race & Trauma**
- Generational trauma was also found to be an emerging theme as a causative factor to the lack of business minded individual within the Black community as it was reported that Black people don't support Black businesses. *“If I were to say that I had challenges with the fact that I am Black. It would probably be from the people around me. And not necessarily systemically or through institution of the bank or the government, when it came to starting my business.... The reason why Black people don't support other Black people to start businesses is actually because of trauma”.* (P3)
- **Advice**
- Be realistic in your expectation and do the research for yourself in establishing a business. (P1) and (P2).
- *“Try to speak with other successful Black entrepreneurs; “do not expect to make money overnight”.*(P4)

Discussion

- Literature indicates, there is a lack of financial and community support afforded to Black Entrepreneurs.
- The idea of being rejected for a bank loan or being unaware of where, or how to, access resources, and hearing “No” or “Not Approved”, creates barriers through recreating traumatic experiences. This has the potential to cause Post traumatic Stress Disorder, which is reported to be the highest amongst the Black community. (Williams, et al, 2022)

Implications for policy and/or practice

- Engagement and collaboration of community members together to partake in meaningful dialogue surrounding being a Black entrepreneur.
- Cultural awareness and sensitivity training on the effects of colonialism and its historical barriers against the Black community.

References

- Ndubuizu, R. (2021). In the State's Shadow of Fair Housing: D.C. (White) Business Leaders and their Revanchist Desires. *Urban Affairs Review*, 57(6), 1558–1589.
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- Williams, M. T., Khanna Roy, A., MacIntyre, M.-P., & Faber, S. (2022). The Traumatizing Impact of Racism in Canadians of Colour. *Current Trauma Reports*, 8(2), 17–34.
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